

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Health Department • Tobacco Prevention Program

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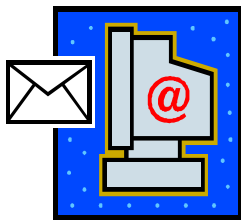
2004 - a Year of Smoking Prevention, Education and Cessation Successes

There were so many accomplishments in tobacco prevention, cessation and education in Clark and Skamania Counties in 2004. Here are some of the highlights, thanks to the hard work and efforts of many dedicated people.

- The Tobacco Free Coalition of Clark County increased its membership; it now includes an even broader range of organizations and individuals interested in tobacco prevention and representing nearly every segment of Clark County.
- The Clark County Coalition formed the Secondhand Smoke Task Force with the goals of identifying resources, opportunities, gaps and barriers for secondhand smoke reduction programs in Clark County.
- The American Cancer Society's Vancouver Speakout had the highest youth participation of any Speakout event in the state.
- Recognition from Washington state, including Secretary of Health Mary Selecky and the Department of Health Tobacco Prevention and Control Program for local accomplishments in tobacco prevention, especially Quit Line promotion efforts in Skamania County, the large number of youth trained as TATU leaders and the many schools participating in TATU.
- BREATHE member BreAnna DuPuis won a national Advocate of the Year award from the Campaign for Tobacco Free Kids.
- The Battle Ground City Council approved signage that designates the ball fields at Fairgrounds Park and the Kiwanis Park voluntary smoke-free zones.
- BREATHE Youth Task Force received a CARE award for their efforts increasing community awareness about how secondhand smoke hurts children.
- Educational Services District 112 began offering a new community tobacco cessation class called Tobacco Education Group (TEG) - giving all youth an avenue to quit smoking while also providing an alternative to ticketing and suspensions.
- Clark College strengthened its tobacco policy to include prohibitions against the sale, free distribution, and advertising of tobacco products on college property and at college events, making it a model for other colleges and universities throughout the state.
- Stroke patients at the Southwest Washington Medical Center now receive information on quitting smoking.
- SeaMar Community Health Center developed a tobacco prevention and cessation program targeting their patient population and the greater Hispanic community.
- Improvement in the no sale tobacco rate by Skamania County retailers, including a 100% compliance rate in retailer checks in July.
- MASH youth worked with two local merchants to become the first retailers in the state to make their parking lots tobacco free.
- Skamania law enforcement began ticketing for youth tobacco possession.
- Dolce Skamania Lodge made all public areas, including its bar, smoke-free.

A huge "thank you" to all of our partners in Clark and Skamania counties! Tobacco prevention and education efforts are strong and thriving. We look forward to more collaboration in 2005!

Last Chance to Continue Receiving Tobacco Tid-Bits



This is the **very last** Tobacco Tid-Bits you will receive through U.S. mail. This newsletter will become an E-newsletter in January of 2005 and if we don't have your e-mail address, sadly this will be the last publication you receive. We will begin e-mailing the newsletter next month and we need your e-mail for our distribution list. If you have not done so already, please send your e-mail address to: Theresa Cross: Theresa.Cross@clark.wa.gov

Don't Miss the Schools Task Force Meeting

The Schools Task Force meeting is coming up on January 13. Due to staffing cuts at the Health Department there will be changes to the upcoming TATU trainings. If you are a TATU coordinator or involved with TATU in a middle school, please plan to attend. *Contact: Deb Drandoff ESD 112, 360.750.7500 x 303 or check the calendar for more details.*

New Youth Website Puts Variety of Health Topics at Fingertips

A new youth website out of Portland called E-Health 4 Teens provides a variety of information on health topics, including tobacco resources and referral lines. EH4T was created with the help of high school students and staff from the Multnomah County Health Department School-Based Health Center Program in Portland, Oregon. EH4T is fun and interactive - with easy to follow eye-catching icons. Check it out by logging on to: www.ehealth4teens.org

Oregon's Largest Employer Offers Stop Smoking Help

The Tobacco-Free Coalition of Oregon (TOFCO), along with Oregon employers will coordinate a national effort to urge employers and insurers to help smokers quit. Oregon's largest employer, Public Employees' Benefit Board (PEBB) will offer new tools to help employees quit smoking, including cessation medications and intensive one-on-one telephone counseling. This service will be provided through a direct link with the Oregon Tobacco Quit Line. The Smoking Cessation Leadership Center, based at the University of California, San Francisco, will provide TOFCO with a one-year, \$98,000 grant to begin researching and developing a national campaign to urge businesses and insurers nationwide to help smokers who want to quit. The center is funded through the Robert Wood Johnson Foundation. *Contact: Tabitha Engle, TOFCO, 503.720.9352*

Smoking in Childcare Centers and the Law

Tobacco Tid-Bits will begin regularly features stories that explain Washington law as it applies to smoking. This month we touch on smoking in childcare centers. According to WAC 388-150-430: "The childcare licensee shall prohibit smoking in the center when the child is present and in a motor vehicle when the licensee transports the child. The licensee may permit on premises smoking out doors, away from the building, where the child is not present." [Statutory Authority: RCW 74.15.030. 90-23-078 (Order 3103), § 388-150-430, filed 11/20/90, effective 12/21/90]. For more information on Washington law and secondhand smoke visit the Washington State Department of Health web site: <http://www.doh.wa.gov/Tobacco/secondhand/shs%20laws.htm>



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Vancouver, WA 98663

States Urged to Spend More on Prevention

A coalition of public-health groups is urging states to spend more money on anti-smoking efforts in order to achieve the minimum levels recommended by the Centers for Disease Control and Prevention (CDC). This year, states are expected to receive about \$7.1 billion from the tobacco industry through legal settlements reached with tobacco firms in the late 1990s. Although the settlements were intended to reimburse states for the cost of treating sick smokers and to fund tobacco prevention programs, many states have used the money to address budget shortfalls. The CDC recommends that the state of Washington spend between \$33.3 million and \$89.3 million a year to have an effective, comprehensive tobacco prevention program. Washington currently allocates \$27.2 million a year for tobacco prevention. This is 81.6% of the CDC's minimum recommendation and ranks Washington 8th among the states in the funding of tobacco prevention programs. Washington's spending on tobacco prevention amounts to 5.9% of the \$461.1 million in tobacco-generated revenue the state collects each year in tobacco settlement payments and tobacco taxes. For more information on Washington's tobacco prevention spending and smoking statistics go to www.tobaccofreekids.org and click on "State Settlement Report." (AP 12/2/04)

Tobacco Quit Line
877-270-STOP
toll-free 7 8 6 7
QUITLINE.COM

Smoking Kills Five Million Worldwide

Five million people worldwide died from smoking-related illnesses in 2000, with cardiovascular disease the leading cause of death, followed by lung cancer, according to a study conducted by researchers at Harvard University and the University of Queensland, Australia. The study found that men were three times more likely than women to die from a smoking-related disease. Half of all deaths occurred in smokers between the ages of 30 and 69. "The health consequences of smoking will continue to grow unless effective interventions and policies that curb and reduce smoking and prevent increases are implemented," the authors wrote. The findings were based on a statistical analysis and an examination of population and mortality data in 14 regions of the world. (December 2004 issue of the *Journal Tobacco Control*).

Position Changes Mean New Contacts

Our new American Cancer Society tobacco contact for Clark County is Jennifer Slemper. Jennifer replaced Erin Wilson who left to continue her master's degree at Portland State University. Jennifer can be reached at: 503.795.3937 or Jennifer.Slemper@cancer.org. The western region American Lung Association representative, Cheryl McDonald accepted a different job with the ALA in Spokane. Her replacement is Julie Scholer who will work out of Tacoma and cover the same territory. Julie can be reached at jscholer@alaw.org.

Looking for Former Smokers Willing to Share Their Story

Do you know anyone who has quit smoking as a result of calling the Washington State Tobacco Quit Line? If so, would they be willing to talk about it? The Clark County Health Department is compiling a list of local former smokers who would be willing to share their story with members of the media, who often want a personal story when they cover local tobacco events. Contact: Theresa Cross, 360.397.8215 x3178 or James Lanz: 360.397.8416.

New Consumer Tool Puts Quit Plan In Smoker's Hands

The Agency for Healthcare Research and Quality (AHRQ) has released a new consumer tool for Palm™ and Pocket PCs to help smokers. "Quit Smoking: Consumer Interactive Tool," helps smokers set up a program tailored to their individual needs. To use the application, the smoker lists the date he or she wants to quit and the program counts back 5 days from that date. It then offers daily practical steps to help the smoker quit, such as identifying reasons to quit smoking and talking to their doctor about medications, including the nicotine patch or gum. The AHRQ Palm™ and Pocket PC applications are available for download at <http://pda.ahrq.gov>

2005

CALENDAR OF EVENTS

2005

- 1/5 **BREATHE Youth Task force** meeting, 3:30 PM, Clark County Health Department Garden Conference room.
Contact: James Kisse, 360.397.8214
- 1/7 **Secondhand Smoke Task Force** meeting, 1:30-3:00 PM, Clark County Health Department, Garden Conference room.
Contact: Theresa Cross, 360.397.8215 x3178
- 1/7 **Alternative to Suspension** tobacco cessation class; 4-6 PM, ESD 112 Skamania Room. Contact: Sherri Boylan, 360.750.7500 x133
- 1/11 **Effective Strategies for Working with Diverse Communities** training, Olympia. Contact: Tobacco Prevention Resource Center (www.tobaccoprc.org)
- 1/13 **CMASA Board** meeting, 3:30 PM, Sheriff's Office, Stevenson. Contact: Susie Strom 509.427.9490 x2004
- 1/13 **Schools Task Force** meeting, 7:30 -9 AM, Clark County Health Department Garden Conference room.
Contact: Deb Drandoff ESD 112, 360.750.7500 x303
- 1/26 **Policy Development** training, Sea Tac, Contact: Tobacco Prevention Resource Center (www.tobaccoprc.org)
- 1/28-29 **Speak Out! Workshop**, Red Lion Inn at Salmon Creek. For registration or if you are interested in being a youth speaker
Contact: Amber Talburt, American Cancer Society, 800.729.1151